

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; G - Gardens; HF - Home Furnishings; M - Miscellaneous.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Apr. 12 Just out	BOOK ON DECORATION HF. An important new book on decoration, now available, is Mary and Russel Wright's "Guide to Easier Living." A complete guide to modern homemaking, this 200 page book is fully illustrated, \$2.95. Contact: Margit Seaberg, Bonniers, 605 Madison Ave., New York 22, N.Y., PL. 9-7985.	BONNIERS	605 MADISON AVENUE
Friday Apr. 13 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW HF. A preview for the decorating press will be held on this date by invitation only to display Harry Marinsky's "Sculpture to Live With." Mr. Marinsky has built this exhibit around a few outstanding works, shown in room settings, to indicate how a magnificent piece of sculpture can substantially enhance the beauty and charm of any home. Open to the public, April 16 through 28. Publicity: Louise Sloane, MU. 6-0045.	WARD EGGLESTON GALLERIES	161 WEST 57TH STREET
Apr. 14- Apr. 18	B;HF. BUILDERS HOME AND FLOWER SHOW, AUDITORIUM, MINNEAPOLIS, MINNESOTA. CONTACT: H. H. CORY, MGR., 1157 N.W. BANK BLDG., MINNEAPOLIS, MINNESOTA.		
Apr. 14- Apr. 20	HF. OKLAHOMA NATL. HOME SHOW, OKLAHOMA CITY, OKLAHOMA. CONTACT: GUS FIELDS, 329 BILTMORE HOTEL, OKLAHOMA CITY, OKLAHOMA.		
Apr. 15- Apr. 19	HF. PHILADELPHIA GIFT SHOW, BENJAMIN FRANKLIN HOTEL, PHILADELPHIA, PA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sunday Apr. 15- Apr. 20	1951 HOME SHOW HF. The spring Home Show of this organization will be held in the Horticultural and Agricultural Building at the Ohio State Fair Grounds. Admission: 25¢. Contact: John A. Kight, secretary, Builders Exchange of Columbus, 1175 Dublin Road, Columbus 15, Ohio.	BLDRS. EXCHGE. OF COLUMBUS	COLUMBUS, OHIO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Apr. 15- Apr. 28	NEW BUILDING TO OPEN <u>HF.</u> For the first time Grosfeld House will open its doors to the public in its new quarters at the above address. One entire floor will be devoted to the display of modern furniture, another new departure for this manufacturer. Complete rooms by the country's leading decorators, interior designers and architects will display furniture which ranges from English 18th Century, Directoire, Victorian, Regency and Provincial to today's Contemporary and Modern. All furniture shown is manufactured by Grosfeld House; all carpeting by T. F. Firth of England; fabrics by F. Schumacher, Stroheim & Romann, Greeff Fabrics, J. H. Thorp; Howard & Schaffer; wallpaper by Katzenbach & Warren, Jackson Ellis, Bassett & Vollum and F. Schumacher. Publicity: Doris A. Weston Fashion Counselors, 405 E. 54th Street, PL. 9-5844.	GROSFELD HOUSE	215 EAST 58TH STREET
Sunday Apr. 15- June 20	WINNERS: TRIBUNE BETTER ROOMS COMPETITION <u>HF.</u> The first of several Sunday supplements devoted to showing the winners in the Chicago Tribune's 1951 Better Rooms Competition will appear on this date. The Chicagoland Better Rooms Pageant will also commence on April 15 and continue through June 20. Contact: Information Division, Chicago Tribune.	CHICAGO TRIBUNE ADVTG. DEPT.	TRIBUNE TOWER CHICAGO, ILLINOIS
Sunday Apr. 15	TRAIL BLAZERS CONTEST <u>HF.</u> This is the deadline date for submitting entries to the "Trail Blazers of 1951" contest sponsored by the Home Fashions League. Nominees may be designers, manufacturers, stores, converters and jobbers and should represent a genuinely new department in design, in keeping with the League's aim of stimulating new trends in the home furnishings industry. All members are eligible to propose nominations and may submit as many entries in as many classifications as desired. A total of seven awards will be made, judged by a press jury of seven from as many publication classifications. Awards will be made at a luncheon on May 23. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	441 MADISON AVENUE

WEEK BEGINNING MONDAY, APRIL 16, 1951

Monday Apr. 16 10:00 A.M.	PRESS PREVIEW <u>HF.</u> Preview of new room setting will be shown by Bloomingdale's for the press, on the 5th floor of the store. By invitation only. Contact: Alice Hutton, Publicity Director, EL. 5-5900.	BLOOMINGDALE'S	LEXINGTON & 59TH ST.
Monday Apr. 16	PRESS PREVIEW <u>HF.</u> Informal preview of room settings introducing the Designers' Gallery of Signature Furniture created by Michael Hallward for Arlington will be held on this date. Settings for living, dining and bedrooms will be on display in Contemporama, on the 6th floor. Open to the public on April 18. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N. Y.
Monday Apr. 16 4:00 P.M. Cocktails	PRESS OPENING <u>HF.</u> The Merchandise Mart, in cooperation with Better Homes & Gardens, Better Living, Living for Young Homemakers, McCall's Magazine, Modern Bride and Parents' Magazine, will present a series of room settings illustrating the mutual accord of current Good Design and Traditional Home Furnishings in Space 11-116 in the Mart. The exhibit will be open to the public from April 17. Publicity: News Bureau, Mdse. Mart, Chicago 54, Illinois.	MERCHANDISE MART	CHICAGO 54, ILL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 16- Apr. 20	M. TWENTIETH ANNUAL PACKAGING WEEK. SPONSOR: AMERICAN MANAGEMENT ASSN., 330 WEST 42ND STREET, NEW YORK 18, N.Y.		
Monday Apr. 16- Apr. 20	13TH ANNUAL ANTIQUES SHOW HF. Seventy-eight antiques exhibitors from twelve states will display at this annual event. Leading exhibitors will include Wylie-on-the-Green, affiliated with Plummers Ltd. of New York. Hours: 1 to 10:30 P.M. daily; closing at 6 P.M. on April 20. Contact: Milton Cottler, 220 Park Street, New Haven, Conn.	NEW HAVEN ANTIQUES SHOW	ARENA NEW HAVEN, CONN.
Monday Apr. 16- Apr. 28	SLEEP SHOW FOR 1951 HF. The annual Sleep Show promotion will be held throughout the country on these dates. Sponsors: National Association of Bedding Mfrs., Merchandise Mart, Chicago 54, Ill.; National Retail Furniture Assn., 666 Lake Shore Drive, Chicago 11, Ill.; National Retail Dry Goods Assn., 100 West 31st Street, New York 1, N.Y.	BEDDING & FURN. ASSNS.	COUNTRYWIDE
Tuesday Apr. 17 Luncheon	APRIL LUNCHEON M. Dan Mich, editorial director of McCall's Magazine, will speak on "How We Get Women Readers" at this luncheon, which is the last regular luncheon meeting of the year. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Tuesday Apr. 17 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW HF. A cocktail party for the press will be held to present Wall Trends' Sixth Edition Hand Printed Wallpapers and new Miniature Hand Print Collection. Also first showing of new Linkrusta Wall Coverings. By invitation only. Contact: Mr. Beilin, Dickens 2-6750.	WALL TRENDS, INC.	509 MADISON AVENUE
Tuesday Apr. 17 6:30 P.M.	COCKTAILS AND AWARDS DINNER E. The Sixth Annual Lewis & Conger Home Safety Awards Dinner will be held on this date. At this time awards will be made to the manufacturers who have turned out the safest new appliances for the home during 1950. By invitation only to the press, radio and so forth. Cocktails at 6:30; dinner at 7:15. Informal dress. A few additional tickets at \$10 each are available. Publicity: Herbert Askwith, Lewis & Conger, VA. 6-2200.	LEWIS & CONGER 45TH ST. & SIXTH AVE.	STARLIGHT ROOF WALDORF-ASTORIA
Apr. 17- Apr. 20	M. NATL. PACKAGING EXPOSITION, AUDITORIUM, ATLANTIC CITY, NEW JERSEY. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Wednesday Apr. 18 9:00 A.M.- 12:00 M.	PRESS BREAKFAST HF. A preview will be held of Russel Wright's new collection of contemporary furniture designed for "easier living" and shown in settings created by Mr. Wright exclusively for Modernage to dramatize the theme. Featured are a "Living Room in Sutton Place," a "Bedroom in Westchester" and an "Apartment in Greenwich Village." The store window is focused on the Wrights' latest book, "Guide to Easier Living." Publicity: Virginia Burdick, Virginia Burdick Public Relations, OR. 4-6462.	MODERNAGE FURNITURE CORP.	16 EAST 34TH STREET
Wednesday Apr. 18 12:00 M.	DESIGN AWARDS LUNCHEON M. The Annual American Design Awards luncheon will be held on this date by invitation only. Tickets, \$4.50 each. Contact: Miss Diamond, Lord & Taylor, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Apr. 18 4:00 P.M. Tea	PRESS PREVIEW: TEA PARTY HF. A preview for the press, by invitation only, will be held to display a collection of unusual silver tea services, both domestic and imported. Many are of historical interest. These will be shown in the Beacon Hill Galleries on the 7th Floor. They will go on view to the public on the 4th Floor from April 23 to April 28. Publicity: Lois Garrett and Jean O'Brien, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	34TH & 5TH AVENUE
Wednesday Apr. 18 7:30 P.M.	GARDEN LIGHTING LECTURE G. Mr. Abe Feder, who designed the lighting of the Rockefeller Center Gardens, will be the speaker at this lecture. There will also be a display of garden lighting equipment, courtesy of Ludlow Studios of New York. Open to the public. Publicity: Winonah Murphy, Sylvania Electric Products, Inc., JU. 6-2424.	RESIDENCE LIGHTING FORUM	570 LEXINGTON AVE.
Wednesday Apr. 18 Just out	TWO BOOKS ON DECORATION HF. Sherrill Whiton's "Elements of Interior Design and Decoration" has been brought up to date with twenty-five percent new material. Extensively illustrated, \$7.50. Lois and William Katzenbach's, "The Practical Book of American Wallpaper", \$10, covers the recent history of wallpaper in this country and shows the use of all types of wallpaper. Publicity: Stanley Chambers, J. B. Lippincott Company, E. Washington Square, Philadelphia, Pa.	J.B. LIPPINCOTT CO.	PHILADELPHIA, PA.
Thursday Apr. 19 10:30 A.M. Breakfast	PRESENTATION BREAKFAST A breakfast will be held for the presentation of citations to members of the Jury of Awards and others who contributed outstanding efforts in Colonial Drapery & Curtain Corp's International Fabric Design Competition. The citations are being awarded by Paris Decorators and the presentations will be made in their executive offices. By invitation only. Publicity for Colonial, Franklin Fisher, MU. 4-7038.	PARIS DECORATORS	151 EAST 24TH ST.
Thursday Apr. 19 Luncheon	MONTHLY LUNCHEON HF. Gladys Miller will be the speaker at the monthly luncheon of the Philadelphia branch which will be held at the Drake Hotel. Contact: Lucille Clarke, Pub. Rel., Drake Hotel, Spruce St., Phila., Pa.; Publ.: Florence Fleischer, James Lees & Sons Carpet Co., Bridgeport, Penna.	HOME FASHIONS LEAGUE	PHILADELPHIA, PA.
Thursday Apr. 19 3:00 P.M. 7:00 P.M. Cocktails	PREVIEW FOR DECORATORS HF. A cocktail party for decorators will be held at Murals, Inc. to present five new hand-made wall decorations designed by James Seeman and James Patton. Also a first showing of ten repeat papers designed by James Seeman. By invitation only. Contact: Mr. Seeman or Betty Carpenter, EV. 4-7543.	MURALS, INC.	501 MADISON AVENUE
Apr. 19- Apr. 26	HF. JAMESTOWN SPRING FURNITURE MARKET, FURN. MFRS. BLDG., JAMESTOWN, N. Y. CONTACT: PAUL E. DENNY, FURN. MFRS. BUILDING, JAMESTOWN, N. Y.		
Friday Apr. 20 10:00 A.M. Breakfast	PRESS BREAKFAST HF. The first formal showing for the press of a new collection of ceramic lamps and accessories manufactured by Design-Technics will be held on this date. Publicity for Design-Technics, Franklin Fisher, MU. 4-7038.	LAMPLAND, INC.	579 SIXTH AVENUE
Apr. 20- Apr. 29	HF. INDIANAPOLIS HOME SHOW, INDIANAPOLIS, INDIANA. CONTACT: J. FRANK CANTWELL, 1456 NO DELAWARE STREET, INDIANAPOLIS, IND.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 21-22	M. FIRST PART OF PASSOVER.		
Apr. 21- Apr. 28	B;HF. GREATER READING HOME & BUILDING SHOW, FAIR GROUNDS, READING, PA. CONTACT: CLARENCE L. EBBERT, 22 NO. FIFTH STREET, READING, PENNSYLVANIA.		
Apr. 22- Apr. 26	HF. ANNUAL MEETING AMERICAN CERAMIC SOCIETY, PALMER HOUSE, CHICAGO, ILL. CONTACT: CHARLES S. PEARCE, 2525 NO. HIGH STREET, COLUMBUS 2, OHIO.		
Apr. 22- Apr. 28	F. NATIONAL RICE WEEK. SPONSOR: BEAUMONT CHAMBER OF COMMERCE, BEAUMONT, TEXAS.		
Apr. 22- Apr. 29	HF. MEMPHIS & MID SOUTH HOME SHOW, FAIRGROUNDS, MEMPHIS, TENNESSEE. CONTACT: FRANK STEUDLEIN, 940 STERICK BUILDING, MEMPHIS, TENNESSEE.		

WEEK BEGINNING MONDAY, APRIL 23, 1951

Monday Apr. 23 7:00 P.M.	GRADUATION PARTY AP. All students who complete the Lecture Course are invited to be guests of A.W.N.Y. at a gala party at which the winners of the prize awards will be announced. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF NEW YORK	WALDORF-ASTORIA
Apr. 23- Apr. 28	B;HF. FOURTH ANNUAL BETTER HOMES EXP., WEST END AVE. ARMORY, BINGHAMPTON, N.Y. CONTACT: ROBERT T. ALLEN, HOTEL BINGHAM, BINGHAMPTON, N.Y.		
Tuesday Apr. 24 9:00 A.M.- 11:00 A.M.	SECOND DUTCH BREAKFAST F. This is the second in a series of breakfasts as well as being the traditional Dutch "second" mid-morning snack. Designed to introduce to trade and general press, baking chains and restaurants, the idea of using Dutch-grown poppy and caraway seeds for new flavor in familiar bakery products. Guests of honor: Dr. Willem Cnoop Koopmans, Consul General of the Netherlands in New York; Mr. A. D. Bestegreurtje, Chairman, Netherlands Chamber of Commerce in the United States. By invitation only. Contact: Thelma Weir, Publicity Associates, Inc., LO. 5-3210.	NETHERLANDS SEED SOC. AMERICAN SPICE TRADE	NETHERLAND CLUB 10 ROCKEFELLER PLAZA
Tuesday Apr. 24 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW HF. Members of the press are invited to a preview of contemporary ceramic works of art just arrived in America from Finland. About 60 important originals will be shown: stoneware, faience and porcelain in a variety of techniques. This is the first extensive showing of its kind in America. All ceramics are from the artists' ateliers at the Arabia of Helsinki Potteries and include the work of Schilkin, Kaipainen, Rut Bryk and so on. Publicity: Mrs. Gerry S. Harrington, Don Harrington Assoc., JU.2-0292.	FINLAND HOUSE	41 EAST 50TH STREET
Tuesday Apr. 24- May 14 7:00 P.M.- 9:00 P.M.	LECTURE SERIES ON HOME FURNISHINGS HF. Four lectures, to be held on consecutive Tuesday evenings, will deal with Floor Coverings, Wall Coverings, Furniture and Accessories. There will be two speakers each evening, expert in their field. Everyone interested is urged to enroll. Speakers on April 24 will be Frederic Rahr, president of Rahr Color Clinic, and Harold Dayton, Dir. of Style and Design for Lees carpets. Fee for entire course is \$6 and enrollment is limited. Register at Art Alliance. Publicity: Florence Fleischer, James Lees & Sons Company, Bridgeport, Pennsylvania.	HOME FASHIONS LEAGUE PHILADELPHIA CHAPTER	ART ALLIANCE 251 S. 18, PHILA.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Apr. 24 6:30 P.M. Dinner	OPEN DINNER MEETING <u>HF.</u> At an open dinner meeting of this association Dr. W. W. Shaver of Corning Glass Works will discuss "Modern Glasses and Their Application." Tickets, \$4.25 each. Contact: Elizabeth M. Dralle, 20 West 8th Street, New York 11, N. Y.	INDUS. DESIGNERS INST.	HOLLAND HSE. TAV.
Apr. 25- Apr. 28	<u>HF.</u> CHARLOTTE OBSERVER HOME SHOW AND EXPOSITION, CHARLOTTE, N. C. CONTACT: F. E. CRAWFORD, CHARLOTTE OBSERVER, CHARLOTTE, N. C.		
Wednesday Apr. 25 4:30 P.M. Cocktails	PRESS PREVIEW <u>HF.</u> A preview for the press of two new Fashion Trend Groups of modern bedroom furniture designed by Edmond J. Spence for Johnson-Carper Furniture Co. of Roanoke, Virginia will be held on this date. Featured will be unique new base treatments for one group; mahogany strips inlaid in korina panels for the other; the new no-hardware look for both. Photographs will be available. Publicity: Alma Zaiss, PL. 9-2900.	SPENCE STUDIOS	910 FIFTH AVENUE
Apr. 27-28	<u>M.</u> SECOND PART OF PASSOVER.		
Apr. 28- May 6	<u>HF.</u> SAN ANTONIO HOME SHOW, SAN ANTONIO, TEXAS. CONTACT: G. A. GODFREY, CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.		
Apr. 28	<u>HF.</u> INTERNATIONAL TEXTILE EXPOSITION, LILLE, FRANCE, TO MAY 20.		
Apr. 29- May 5	<u>HF.</u> NATIONAL COTTON WEEK SPONSOR: NATIONAL COTTON COUNCIL OF AMERICA, 271 CHURCH ST., NEW YORK 13.		
Apr. 29- May 5	<u>E.</u> NATIONAL HOME DEMONSTRATION WEEK SPONSOR: EXTENSION SERVICE, U. S. DEPT. OF AGRICULTURE, WASHINGTON, D.C.		

ADVANCE DATES AND NOTICES

Monday Apr. 30	COMPETITION CLOSES <u>M.</u> The closing date for nominations for the annual John Wesley Hyatt Award for outstanding achievement in the field of plastics has been postponed from April 2 because of unusual current conditions in the field. The award, which consists of a gold medal and \$1000, may be competed for by molders, fabricators, laminators, extruders, reinforced plastics processors, film and sheeting producers and printers, machinery and equipment manufacturers and raw material producers. Entry blanks may be obtained by writing William T. Cruse, The Society of the Plastics Industry, 67 W. 44th St., N.Y.C. 17. Publ.: Langdon P. Williams, MU. 7-2675.	SOC. OF THE PLASTICS IND.	67 WEST 44TH ST.
Monday Apr. 30- May 4	TWENTIETH ANNIVERSARY CONFERENCE & EXHIBIT <u>HF.</u> Open to all decorators and members of allied professions and trades, this year's conference has as its theme "Interior Decoration Comes of Age." A stimulating program has been planned for April 30, May 1-2. The Trade Exhibit will continue through May 4 and will be held in the Civic Auditorium where it will be open to the public on May 3 and 4. A series of rooms designed by members for Grand Rapids furniture manufacturers will be on view at the Grand Rapids Furniture Museum, as well as photographic displays. Information and reservations: Natl. A.I.D. Headquarters, 41 East 57th Street, New York 22, N.Y.; Publicity: Albert M. Leach, Alfred Auerbach Assoc., CO. 5-7805.	AMERICAN INSTITUTE OF DECORATORS	PANTLIND HOTEL GRAND RAPIDS, MICH.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 30- May 5	EASTERN STATES ANTIQUES FAIR <u>HF.</u> Emphasis will be placed on Early American antiques at this 32nd Antiques Fair. Hours, 1 to 11 P.M., daily, closing Saturday at 6 P.M. Contact: C.J. & C.B. Nuttall, TE. 8-6830.	C.J. & C.B. NUTTALL 660 MADISON AVENUE	WESTCHESTER COUNTY CENTER, WHITE PLAINS
Apr. 30- May 11	<u>HF.</u> BRITISH INDUSTRIES FAIR, BIRMINGHAM AND LONDON, ENGLAND. CONTACT: BRITISH INFORMATION SERVICES, 30 ROCKEFELLER PLAZA, CI. 6-5100.		
Tuesday May 1- May 5	HOME PROGRESS EXPOSITION <u>HF.</u> The 16th Annual New Haven Home Progress Exposition, under the sponsorship of the New Haven Register, will be held on these dates and will feature a Furniture and Fashion Fair. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut.	NEW HAVEN REGISTER	NEW HAVEN ARENA
May 1- May 31	<u>F.</u> MILK FESTIVAL. SPONSOR: AMERICAN DAIRY ASSOCIATION, 20 N. WACKER DR. BLDG., CHICAGO 6, ILL.		
May 2- May 6	<u>HF.</u> DULUTH ANNUAL HOME SHOW, DULUTH, MINNESOTA. CONTACT: DON BELLOW, 907 ALWORTH BLDG., DULUTH 1, MINNESOTA.		
May 6- May 9	<u>HF.</u> WESTERN VARIETY STORE MDSE. SHOW, CIVIC AUDITORIUM, SAN FRANCISCO, CAL. CONTACT: KAY LEBER, DIR., 1355 MARKET ST., SAN FRANCISCO 3, CALIFORNIA.		
May 6- May 12	<u>HF.</u> NATL. CUTLERY WEEK. SPONSOR: ASSOC. CUTLERY INDUSTRY OF AMERICA; LOUIS D. BEMENT, SECTY., DEERFIELD, MASS. PUBL.: MARION ALLEN, MU.2-8645.		
Monday May 7 Going on	NEW SERVICE <u>HF.</u> A new "gift by wire" service will be inaugurated on this date. By means of a tie-up between Western Union, participating stores and Telegift, Inc. a consumer can telephone or call at his local Western Union station, hand in a message, gift selection and address of recipient. Western Union telegraphs the message and instructions to its office in the recipient's city. The store is advised to deliver the merchandise, gift-wrapped, and the recipient is notified to expect delivery. The sender pays Western Union for the message and Telegift for the merchandise at the established retail price. Contact: Daniel N. Sangster or Fred Sandblom, Telegift, Inc., 40 East 49th St., New York, MU. 8-4357.	TELEGIFT, INC.	40 EAST 49TH STREET
Tuesday May 8 10:00 A.M.	PRESS BREAKFAST <u>HF.</u> A preview for the home furnishings, decorating and applied arts press will be held by invitation only to see the new Murals, Inc. showroom and five new hand-made wall decorations designed by James Seeman and James Patton. Also to see a first showing to the press of twelve repeat wall-papers designed by Mr. Seeman. Publicity: Florence Brobeck, MU.8-8197.	MURALS, INC.	501 MADISON AVENUE
May 8- May 12	<u>M.</u> MEMPHIS COTTON CARNIVAL ASSOCIATION. CONTACT: WM. L. QUINLEN, JR., 547 NO. MAIN ST., P.O. BOX 302 MEMPHIS, TENN.		
May 9- May 11	<u>B.</u> AMERICAN INSTITUTE OF ARCHITECTS, EDGEWATER BEACH, CHICAGO, ILL. CONTACT: E.R. PURVES, 1741 NEW YORK AVENUE N.W., WASHINGTON 6, D.C.		
May 9- May 13	<u>HF;B.</u> EL PASO HOME SHOW. CONTACT: G.A. GODFREY, PRES., CHAMBER OF COMMERCE BUILDING, DALLAS, TEXAS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 9 3:00 P.M.	WEDGWOOD EXHIBIT <u>HF.</u> An exhibition of early Wedgwood pottery will be opened on this date by the Right Honorable the Lord Mayor of London, Mr. Alderman Denys Lowson, MA., L.C.C. at a showing at 34 Wigmore St. by invitation only. From then on, until September 30, it will be open weekdays, 10 A.M. to 12:30 P.M.; 2 P.M. to 5 P.M. and Saturdays, 10 A.M. to 12 Noon. Contact: The Secretary, Josiah Wedgwood & Sons Ltd., Barlaston, Stoke-on-Trent, England.	JOSIAH WEDGWOOD & SONS	LONDON, ENGLAND
Thursday May 10 5:00 P.M.- 7:00 P.M.	SPRING CARNIVAL <u>M.</u> The League will hold its annual Spring cocktail party for fund-raising purposes on this date. Members are urged to come and bring their families and friends. Tom Lee has generously consented to do the decorations for this party and he and Dorothy Harrower are making plans. Merchandise contributions for prizes will be welcome as always. Invitations will be in the mail shortly. Tickets will soon be on sale at \$3.75 each covering two drinks and a door prize chance, through the League offices 441 Madison Avenue. Contact: Jane Scriven, Chairman, PL. 3-5200 and Page Daugherty, Co-Chairman, MU. 2-1490.	HOME FASHIONS LEAGUE	PARK-SHERATON
May 10- May 13	<u>HF.</u> TULSA HOME SHOW, ONEY'S COLISEUM, TULSA, OKLAHOMA. CONTACT: MRS. GEORGE WILDER, EXEC. SECTY.-TREAS., 1035 HUNT BLDG., TULSA, OKLAHOMA.		
May 12- May 19	<u>F.</u> NATIONAL FROZEN FOOD WEEK. SPONSORS: NATL. FROZEN FOOD PACKERS, 1415 K ST., WASH., D.C.; NATL. WHOLESALE FROZEN FOOD DIST., 60 E. 42ND, N.Y.C.		
May 12- May 20	<u>B.</u> METROPOLITAN LOUISVILLE HOME SHOW, MERCHANTS & MANUFACTURERS BLDG. STATE FAIR GROUNDS, LOUISVILLE, KY. CONTACT: JAMES G. POLK, GEN'L CHMN.		
May 12- May 20	<u>B.</u> GREATER CINCINNATI BUILDERS HOME SHOW. CONTACT: J. A. NAZ, CHAIRMAN, 907 UNION TRUST BLDG., CINCINNATI 2, OHIO.		
May 13	<u>M.</u> MOTHER'S DAY. PRESIDENTIAL PROCLAMATION.		
May 13- May 20	<u>HF.</u> SAN DIEGO NATIONAL HOME SHOW. CONTACT: JIM WILSON, 362 SPRECKELS BLDG., SAN DIEGO 1, CALIFORNIA.		
May 14- May 17	<u>HF.</u> HERSHEY ANTIQUES SHOW, COMMUNITY BUILDING, HERSHEY, PENNSYLVANIA. CONTACT: MRS. MABEL I. RENNER, 843 W. MARKET ST., YORK, PA.		
May 14- May 18	<u>M.</u> INSURANCE CONFERENCE AND SEMINARS, HOTEL STATLER, NEW YORK, N.Y. PUBLICITY: EDWARD K. MOSS, AM. MAN. ASSN., BR. 9-6055.		
May 14- May 20	<u>HF.</u> NATIONAL IRISH LINEN WEEK. SPONSOR: THE IRISH LINEN GUILD, 1270 SIXTH AVENUE, NEW YORK 20, N.Y.		
May 15- May 18	<u>HF.</u> CHICAGO ANTIQUES FAIR, SHERATON HOTEL, 505 N. MICHIGAN AVE., CHICAGO CONTACT: DOROTHY HAZEN, 660 MADISON AVE., TE. 8-6830.		
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON <u>HF.</u> The spring home furnishings luncheon of this organization is open to both members (\$3.75) and guests (\$4.00). Speakers to be announced later. Melva Chesrown is Home Furnishings Chairman of the Fashion Group. Publicity: Ruth Hammer, EL. 5-6043. Contact: Fashion Group, CI.7-3940.	FASHION GROUP	BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 18- June 28	<u>HF.</u> SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C. F. CAMPBELL, 427 EAST FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Monday June 18- June 28	INTERNATIONAL HOME FURNISHINGS MARKET <u>HF.</u> The annual summer market will be held on these dates. For the convenience of visitors to the Merchandise Mart, a new direction finder has been installed on the 15th floor. Contact: News Bureau, Mdse. Mart.	MERCHANDISE MART AMERICAN FURN. MART	CHICAGO, ILLINOIS

MUSEUM, GALLERY & GARDEN NEWS

Monday Apr. 16- Apr. 20	1ST ANNUAL FLOWER SHOW <u>G.</u> New Haven's first Flower Show, which is to be an annual event, will feature the theme of "Our Heritage." Garden Clubs of Southern Connecticut will set up rooms in antique decor with flower arrangements. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut, and Mrs. Franklin Swift, Woodbridge, Connecticut.		
Apr. 16- Apr. 22	<u>G.</u> NATIONAL GARDEN WEEK. CONTACT: GENERAL FEDERATION OF WOMEN'S CLUBS, 1734 N. ST., N.W., WASH., D.C.		
Wednesday Apr. 18- June 9	MASK EXHIBIT <u>M.</u> An exceptional display of masks collected from all ages and all parts of the world will go on view under the title "False Faces." Hours: 10 A.M. to 5 P.M. Mon. through Sat.; until 9:30 P.M. Tues. and Thurs. up to Apr. 30. (Closed Sat. after June 1). Admission free. Contact: Everett P. Lesley, Jr., AL. 4-6300.	COOPER UNION MUSEUM	COOPER SQUARE
Apr. 18- June 17	JAPANESE POTTERY & BASKETWARE <u>M.</u> Selected examples of well designed, hand-made Japanese pottery and basketware for everyday use arriving in the United States will be exhibited on the first floor of the Museum of Modern Art. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET NORTHWEST GALLERY

EDITORIAL REQUIREMENTS

For Metro Associated Services, Inc., 80 Madison Avenue, New York 16, N.Y.

The deadline for the 1951 Christmas Gift Section published by this syndicate is June 15. They are interested in exclusively posed photographs of home furnishings and accessories that are popular as gift items. (Product stills are acceptable for this Section.) They prefer to discuss all material before it is submitted. All photographs offered but not used are returned. Address: Joseph A. Bernstein, Editor.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below:

Living for Young Homemakers, 575 Madison Avenue, #22 PL. 9-2080

The position formerly held by Lillian Weiss on this publication has now been taken over by Georgina Newman and Joan Lerrick.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.